

CLAIM AMENDMENTS

Please amend the claims as follows:

1. – 105. (Cancelled)

106. (Currently Amended) A method of delivering digital content, comprising:

at an electronic commerce computer system, receiving a request from a customer for transfer of A/V content in digital form to the customer at a customer storage or playback device;

at the electronic commerce computer system, receiving payment from the customer for the transfer of the A/V content in accordance with a first usage rule;

transferring audio/video (A/V) content in digital form from a content provider to the customer in accordance with the first usage rule, the digital form of the A/V content comprising at least an audio portion and a video portion;

providing limited usage rights to the A/V content to the customer;

presenting the A/V content to the customer for display on an entertainment system display;

displaying a menu on the entertainment system display just before, after or during presentation of the selection of A/V content to the customer, the menu displaying selected portions of the A/V content for which additional usage rights beyond said limited usage rights under the first usage rule that are available, ~~the selected portion comprising at least one of a soundtrack, a documentary segment, an interview, an audio segment, a video segment and a still image;~~

at the electronic commerce computer system, receiving a request from the customer for acquisition of the additional usage rights beyond the first usage rights to the selected portions of the A/V content as a separate subsequent transaction;

at the electronic commerce computer system, receiving payment from the customer for the separate subsequent transaction; and

as a result of receiving payment for said separate subsequent transaction, ~~enabling the customer to store~~ sending a key code to the user from the electronic commerce computer system

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that permits the user to extract and store the selected portion of the A/V content under said separate usage rights beyond the first usage rule acquired as a result of the separate subsequent transaction on the customer storage or playback device.

107. (Previously Presented) The method according to claim 106, where the transaction attaches a second usage rule to the selected portion.

108. (Previously Presented) The method according to claim 107, where the separate subsequent transaction comprises one of: a purchase of unlimited rights to play the selected portion, a purchase of rights to play the selected portion for a designated period of time, and a purchase of rights to play the selected portion a designated number of times.

109. (Previously Presented) The method according to claim 108, where the A/V content further comprises a table of contents portion (TOC) that indexes the selected portion.

110. (Previously Presented) The method according to claim 106, where both the presenting and enabling take place within a designated period of time defined by the first usage rule.

111. (Previously Presented) The method according to claim 106, where the A/V content comprises one of a motion picture, a television program, a documentary and a music video.

112. (Previously Presented) The method according to claim 106, where the separate transaction further comprises transferring ~~comprises one of downloading the~~ additional A/V content as one or more digital files, streaming the A/V content, and transmitting the A/V content as a real time transmission.

113. (Previously Presented) The method according to claim 106, where the storing comprises receiving a key code from the content provider to permit storing the selected portion.

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114. (Currently Amended) The method according to claim 106, where the storing further comprises receiving a download from the content provider.

115. (Previously Presented) The method according to claim 106 wherein the transferring is carried out on an electronic commerce server.

116. (Currently Amended) A method of delivering digital content, comprising:

at an electronic commerce computer system, receiving a request from a customer for transfer of A/V content in digital form to the customer at a customer storage or playback device, the A/V content further comprising a table of contents portion (TOC) that indexes the selected portion;

at the electronic commerce computer system, receiving payment from the customer for the transfer of the A/V content in accordance with a first usage rule;

transferring audio/video (A/V) content in digital form from a content provider to the customer in accordance with the first usage rule, the digital form of the A/V content comprising at least an audio portion and a video portion;

providing limited usage rights to the A/V content in accord with the first digital rights usage rule to the customer;

presenting the A/V content to the customer within a time period defined by said first usage rule for display on an entertainment system display;

displaying a menu on the entertainment system display just before, after or during presentation of the selection of A/V content to the customer, the menu displaying selected portions of the A/V content for which additional usage rights beyond said limited usage rights under the first usage rule that are available, ~~the selected portion comprising at least one of a soundtrack, a documentary segment, an interview, an audio segment, a video segment and a still image;~~

at the electronic commerce computer system, receiving a request from the customer for acquisition of the additional usage rights beyond the first usage rights to the selected portions of the A/V content as a separate subsequent transaction;

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at the electronic commerce computer system, receiving payment from the customer for the separate subsequent transaction;

as a result of receiving payment for said separate subsequent transaction, enabling the customer to store sending a key code to the user from the electronic commerce computer system that permits the user to extract and store the selected portion of the A/V content under said separate usage rights beyond the first usage rule acquired as a result of the separate subsequent transaction on the customer storage or playback device, the transaction attaching a second usage rule to the selected portion and the enabling being carried out by transmission of a key code to the customer that permits said storing; and

the separate subsequent transaction comprising one of: a purchase of unlimited rights to play the selected portion, a purchase of rights to play the selected portion for a designated period of time, and a purchase of rights to play the selected portion a designated number of times, and the enabling taking place within a designated period of time defined by the first usage rule.

117. (Previously Presented) The method according to claim 116, where the A/V content comprises one of a motion picture, a television program, a documentary and a music video.

118. (Previously Presented) The method according to claim 116, where the transferring comprises one of downloading the A/V content as one or more digital files, streaming the A/V content, and transmitting the A/V content as a real time transmission.

119. - 120. (Cancelled)

121. (Currently Amended) A method of delivering digital content, comprising:

at an electronic commerce computer system, receiving a request from a customer for transfer of A/V content in digital form to the customer at a customer storage or playback device, the A/V content further comprising a table of contents portion (TOC) that indexes the selected portion;

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at the electronic commerce computer system, receiving payment from the customer for the transfer of the A/V content in accordance with a first usage rule;

transferring audio/video (A/V) content from the electronic commerce computer system in digital form ~~from a content provider~~ to the customer in accordance with the first usage rule, the digital form of the A/V content comprising at least an audio portion and a video portion;

providing limited usage rights to the A/V content to the customer;

presenting the A/V content to the customer within a time period defined by said first usage rule for presentation on an entertainment system display;

displaying a menu on the entertainment system display just before, after or during presentation of the selection of A/V content to the customer, the menu displaying selected portions of the A/V content for which additional usage rights beyond said limited usage rights under the first usage rule that are available, ~~the selected portion comprising at least one of a soundtrack;~~

at the electronic commerce computer system, receiving a request from the customer for acquisition of the additional usage rights beyond the first usage rights to the selected portions of the A/V content as a separate subsequent transaction;

at the electronic commerce computer system, receiving payment from the customer for the separate subsequent transaction;

as a result of receiving payment for said separate subsequent transaction, ~~enabling the customer to store~~ sending a key code to the user from the electronic commerce computer system that permits the user to extract and store the selected portion of the A/V content under said separate usage rights beyond the first usage rule acquired as a result of the separate subsequent transaction on the customer storage or playback device, the transaction attaching a second usage rule to the selected portion ~~and the enabling being carried out by transmission of a key code to the customer that permits said storing;~~ and

the separate subsequent transaction comprising a purchase of unlimited rights to play the selected portion.

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